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Star[®] MUMS

SPRING 1975

New

GOLDEN REGARDS



WALTZ TIME

THE CONARD-PYLE CO.

WEST GROVE, PA. 19390



DIVA

Star[®] Mums



GOOD HUMOR

Diva

What a handsome dark mum! Broad, incurved petals form a double, loosely open flower. Beautiful big showy sprays. Rich vivid wine-purple, contrasting well with pastels. Vigorous, spreading, upright. Blooms in late September. Fine for cutting.

\$1.25 ea.—3 or more, \$1.10 ea.

Good Humor

Pleasing, rounded heads of bloom—a delicious creamy white with a primrose-yellow center (perhaps a touch lighter than we show). Starts to bloom in late September and blooms and blooms. Clean, rugged and lasting, about 20 inches tall.

\$1.25 ea.—3 or more, \$1.10 ea.

Coppersmith

Burnished bronze with touches of straw color. Fully double flowers as much as 4 inches across. Slightly incurved petals form an exquisitely sculptured bloom. A strong, upright grower 15 inches tall, with plenty of bloom. Early October.

\$1.25 ea.—3 or more, \$1.10 ea.



OFFER 62

The Cover Mums
(2 of each)

FRENCH VANILLA
GOLDEN REGARDS
JEWEL BOX
WALTZ TIME

8 Mums for \$8.35



COPPERSMITH



Dear Friends:

A new face but still the Hutton name for your continued assurance of quality and service.

The garden mums we show and describe here are as fine a collection of types and kinds as you will find, and the plants are superb. We send your specially grown plants to arrive for proper planting in your area, and they are guaranteed to grow and bloom for you.

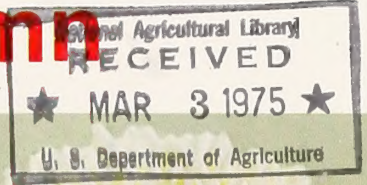
One reason we can guarantee our mums is that we send you young, growing plants—not rooted cuttings. Each comes to you in a peat pot with a soil ball and well-developed roots. Our packing methods are constantly being improved and bring the mums to you in great shape so they are unchecked by shipping and transplanting shock. And each plant is labeled with its name and type.

We have also managed to hold prices this year, so have a beautiful fall by ordering your mums now.

Sincerely,

R. J. Hutton, President
The Conard-Pyle Co.

say Hello to Autumn



Waltz Time *(illustrated on front cover)*

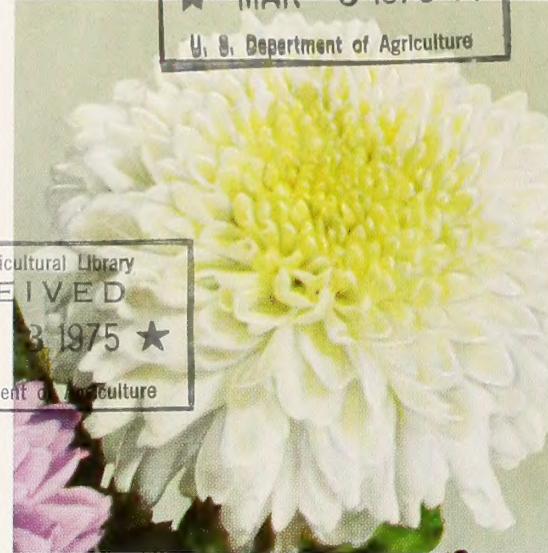
Creamy center, gradually progressing to pastel pink edges and finally blush-pink. Very double, fine textured, huge. Tall, vigorous. Great to cut. (Created by Rod Cumming.)

\$1.25 ea.—3 or more, \$1.10 ea.

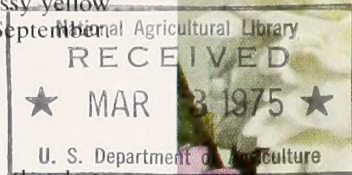
Golden Regards *NEW (illustrated on front cover)*

Low-growing Cushion. A noteworthy sport of Best Regards. Bright glossy yellow blooms, often 4 inches across. Typical lush cushion habit. Blooms Mid-September. Superb addition to fall gardens.

\$1.25 ea.—3 or more, \$1.10 ea.



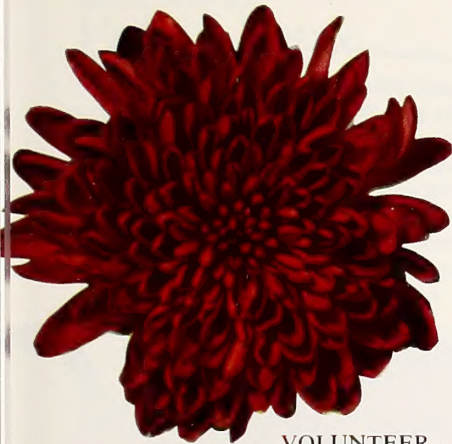
CHAPEL BELLS



Volunteer

Large flowers with a strong color that lasts beautifully—dark burgundy-red in the bud, unfolding to deep velvety red blooms. Delightful sprays on upright plants, resisting wind and rain. Midseason.

\$1.25 ea.—3 or more, \$1.10 ea.



VOLUNTEER



FOLKSINGER



OFFER 63

8 Great Decorative Mums
(Illustrated on these two pages)

- CHAPEL BELLS
- COPPERSMITH
- DESERT CACTUS
- DIVA
- FOLKSINGER
- GOOD HUMOR
- VOLUNTEER
- YELLOW ABUNDANCE

\$8.35



YELLOW ABUNDANCE

DESERT CACTUS

Folksinger

Our picture gives only a hint of this pleasing mum's flower. Pure chrome-yellow, opening from a light bronze bud. Informal in shape and perfect to cut. A vigorous, upright grower, starting to bloom early.

\$1.25 ea.—3 or more, \$1.10 ea.

Chapel Bells

Dazzling white blooms touched a rich creamy yellow at the center. Firm texture and well-defined form. The sturdy, upright plant blooms in early October. The purest white we know and is absolutely unsurpassed for cutting.

\$1.25 ea.—3 or more, \$1.10 ea.

Yellow Abundance

Truly well named. An abundance of rich buttercup-yellow with a soft blush of coppery gold. Blooms are big—3½ inches. Tall and showy from mid-September.

\$1.25 ea.—3 or more, \$1.10 ea.

Desert Cactus

Like a whirlpool, Desert Cactus slowly and leisurely swirls open. Even when full blown, the center swirl is unique. The most distinctive of our mums. Bright tawny bronze; very double and lasting. A broad, vigorous clump blooming freely in October.

\$1.25 ea.—3 or more, \$1.10 ea.



DECORATE

Cherish

This stunning beauty adds a new dimension to Decorative mums. In color it's subtle sandalwood-rose to lively peach-geranium-pink. The full-bodied, 3½ to 4-inch flowers create a pleasing dahlia effect. Willowy, 2-foot plants. Superb to cut, from early October on. Can be disbudded, for huge blooms.

\$1.25 ea.—3 or more, \$1.10 ea.

"The mums we ordered last year were electrically spectacular. The packaging, incidentally, the best we've ever seen. A most appreciative fan of Star Mums."

Mrs. H. H., Illinois



CHERISH



Star® Mum Guarantee

STAR CHRYSANTHEMUMS are guaranteed to grow and bloom for one growing season. If they do not, we will replace them or refund the purchase price.

Lamplighter

Cheerful blazing bronze that laughs at frost. Heavy petaled, very double, good size. Tall and vigorous, blooming in midseason. Long-stemmed sprays, great for arranging. (Created by Rod Cumming.)

\$1.25 ea.—3 or more, \$1.10 ea.

Campaigner

A lively bronze with golden overtones—the most evenly colored of bronze mums. Usually the double blooms are flat, with the petals rolled to give a slight cactus effect. Upright, bushy, free flowering.

\$1.25 ea.—3 or more, \$1.10 ea.

Betty

An old and ever popular favorite originating here. One of the first Star Mums. Rich delicate salmon-pink, shading deeper in the center. Large, firm petaled, full and lasting. Wonderful in midseason. Very tall and hardy.

\$1.25 ea.—3 or more, \$1.10 ea.



BETTY

LAMPLIGHTER

CAMPAIGNER



OFFER 64

These 8 Decoratives
(pictured here)

BETTY
CAMPAIGNER
CHERISH
LAMPLIGHTER
LEE POWELL
MARTIAN
RED HEADLINER
VALLEY FORGE

\$8.35



WITH DECORATIVES

Decorative Mums for Decorative Gardens

The most popular group of mums with a full range of colors from late summer to sharp autumn frosts. Decoratives give you fully double blooms usually with long, gracefully pointed petals gently arched outward. You get rugged, vigorous plants, quantities of flowers on stems right for cutting. Sure to please. Decoratives fit every autumn garden.

Valley Forge

The darkest mum we know—the very picture of dusky allure. Buds are almost black, opening gracefully to flat, double blooms of perfect shape, about 3½ inches in diameter. Good stems for cutting. A strong plant of medium height (12 to 15 inches), as broad as it is tall, with dark glossy leaves. At its peak of bloom in early October. (Created by Rod Cumming.)

\$1.25 ea.—3 or more, \$1.10 ea.

Lee Powell

An old-timer you can't do without. Its rich gleaming gold lights up the whole garden. Large, full, heavy textured. Ideal for cutting. A tall, broad plant, blooming early.

\$1.25 ea.—3 or more, \$1.10 ea.

"My mums arrived in excellent condition and I wish to compliment your company on the manner of packing. Usually, such plants are shipped in a bunch. The individual potting and identification leaves nothing to be desired and I am very well pleased with my mums and service rendered."

W. H. R., West Virginia

LEE POWELL



Red Headliner

A medium bright red color bringing the gaiety of summer to autumn. Blooms are very large, beautifully double and uniform in size. . . borne in brilliant sprays on long strong stems. A plant of medium height, blooming early and freely.

\$1.25 ea.—3 or more, \$1.10 ea.

Martian

A rich yellow radiating softer moonlight-yellow at the petal tips. Fully double, glamorous, 3½-inch blooms blanket the plant, hiding the lush foliage. Low growing, Martian is like a mound of moonbeams. Early to bloom and completely satisfying.

\$1.25 ea.—3 or more, \$1.10 ea.



MARTIAN



RED HEADLINER

OFFER 65

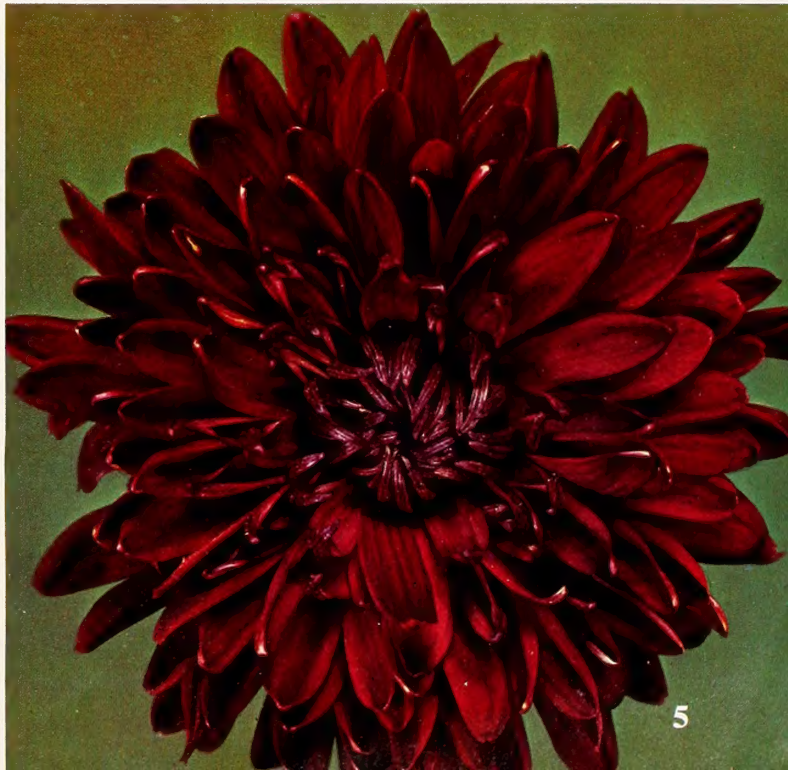
These 6 Decoratives

BETTY
CHERISH
LAMPLIGHTER
LEE POWELL
MARTIAN
VALLEY FORGE

\$6.30



VALLEY FORGE





SUNBURST CUSHION New

MASTERPIECE

Masterpiece mums will give you loads of color for years.

Masterpiece mums are not actually new; they are just better.

Masterpiece mums were selected for vigor and ease of growing as well as outstanding beauty.

Masterpiece mums have been judged the best 12 of hundreds of mums and have been given the "seal of approval" as the most totally satisfying for gardens outside the Deep South and east of the Rockies.

Sunburst Cushion NEW

A rich golden yellow, tubular-petaled, daisy flower. Low-growing, cushion habit, to 12 inches tall. Blooms early and prolifically. Good frost tolerance.

\$1.25 ea.—3 or more, \$1.10 ea.

Cloud 9

Creamy yellow with almost ivory-white petal tips. Large, double, with heavy incurved petals. Tall, long lasting. Midseason. *Plant Pat. App. For.*

\$1.25 ea.—3 or more, \$1.10 ea.

Baby Tears

Small, perfect, ball-shaped blooms, pure white with rich creamy center. Low, vigorous. Midseason, lasting. Lovely for boutonnieres and bouquets.

\$1.25 ea.—3 or more, \$1.10 ea.

Minnautumn

A delightful cushion with double, 3-inch blooms of bronze-red. Buds pure fiery crimson. Medium tall and very broad. Long lasting, early blooming.

\$1.25 ea.—3 or more, \$1.10 ea.



CLOUD 9



FLAMING SUN

OFFER 66

8

Masterpiece
Mums

BABY TEARS
CLASSIC
CLOUD 9
ELEGANT CUSHION
FLAMING SUN
MINNAUTUMN
PENGUIN
SUNBURST CUSHION

\$8.35



MINNAUTUMN

Flaming Sun

Blazing bronze, deeper and richer in the center, brushed with light bronze toward the edges, becoming sparkling gold. Very double, 3 inches broad, ideal to cut. Medium height, vigorous and prolific. Midseason.

\$1.25 ea.—3 or more, \$1.10 ea.

Elegant Cushion

Delicate warm pink; buds are tinged deeper and slightly lavender. Double, firm textured, good size, flat. Vigorous, medium low plants—much broader than tall. The latest blooming Masterpiece. Fine to cut. *Plant Pat. App. For.*

\$1.25 ea.—3 or more, \$1.10 ea.

Mums

The Total Look



BABY TEARS

Penguin

Creamy yellow buds opening to soft ivory, round pompon flowers, very double and mellowing to an almost pure white. Blooms come plentifully and in tight clusters on a low, vigorous, very broad plant. A wonderful long-lasting garden display. Midseason. *Plant Pat. 3278.*

\$1.25 ea.—3 or more, \$1.10 ea.

Stardom

The star of your garden. Almost red buds, opening to a delicate lavender-pink and maturing to a gentle pink shading; after several weeks, becoming a deeper pink with touches of lavender. Daisy shaped, with attractive petals surrounding the lively yellow center. Unique for arrangements. Strong, low, broad plants. Early. *Plant Pat. App. For.*

\$1.25 ea.—3 or more, \$1.10 ea.



PENGUIN



STARDOM

Other Masterpiece Mums

Goldtone

Shiny pale gold turning a shiny solid yellow. Very double, medium size, pompon blooms on a sturdy, wide, low plant. Excellent for spectacular garden show. Midseason. *Plant Pat. 3276.*

\$1.25 ea.—3 or more, \$1.10 ea.

Jackpot

A rich deep unfading yellow cushion with very double, 2½-inch blooms. Vigorous and low growing. *Plant Pat. 3277.*

\$1.25 ea.—3 or more, \$1.10 ea.

Starlet

Deep flashy bronze buds opening lighter bronze. Semi-double with spoon petals. Flower arrangers love it. Long lasting, prolific, late blooming.

\$1.25 ea.—3 or more, \$1.10 ea.

ELEGANT CUSHION



CLASSIC

Classic

Pure yellow (not light, lemon or gold). Very large, fully double flowers with large petals curving down so the flowers appear to be a ball. Low, spreading, and very free blooming. Short stems, but great to cut. Midseason. *Plant Pat. App. For.*

\$1.25 ea.—3 or more, \$1.10 ea.

OFFER 67

All
12
MASTERPIECE
MUMS

\$12.90



INDIAN SUMMER

Biggest of all Mums



OFFER 68

All 10 Harvest Giants

AUTUMN LEAVES	PUMPKIN
BRONZE SONG	RED SKIN
FULL MOON	SEPTEMBER SONG
GOLDEN PROMISE	SILVER SONG
INDIAN SUMMER	TOUCHDOWN

\$9.90

Golden Promise A real football type flower. The fine deep golden yellow petals incurve to form a substantial bloom up to 6 inches wide. Late September. *Plant Pat. 2643.*

Indian Summer From mid-September on, Indian Summer provides tremendous 7-inch blooms—a striking deep red-bronze with a gold reverse on each petal. Tall. *Plant Pat. 2003.*

Pumpkin An unusual butterscotch color that holds well. Rounded blooms of perfect form on compact plants. The 5-inch flowers are perfect for cutting. Medium height. Late September. *Plant Pat. 1978.*

Red Skin Vivid burgundy-red beauty that measures a good 5 inches across. Adds that eye-catching red fall color to the garden. Grows to medium height. Blooms late September. *Plant Pat. 2004.*

Silver Song A wonderful pure white. The solid, semi-incurved flowers reach a diameter of 5 inches. Extraordinarily vigorous and profuse blooming. Average height. Blooms about September 15. *Plant Pat. 2699.*

All Harvest Giants:

\$1.25 ea.—3 or more of one kind, \$1.10 ea.

"The plants arrived when promised, in fresh condition and of excellent quality. At least one Company is left in the world that lives up to its advertising claim."

Mrs. A. H. S., Washington

"We received our order of plants from you and would like to congratulate your company on its shipment. In the 35 or 40 years of ordering from different catalogs, I can honestly say that I never received plants that were so well packed and in good shape."

P. N. E., New Jersey

"My Mum plants arrived yesterday. They were in such good condition and packed so beautifully that I thought I should let you know. Thanks for your excellent service."

J. A. K., Pennsylvania

"We have ordered so many mums, delphiniums, etc. from you and have great success with same. We had a dinner party here on October 28 and my mums from you were admired by all. Also I had at this late date a beautiful large delphinium in bloom."

Mrs. F. W. G., Illinois

GOLDEN PROMISE



PUMPKIN



Colorful Harvest Giants

Autumn Leaves Rich bronze in color—warm and wonderful. Blooms are king size. The good sturdy plant produces them freely. Tall grower. Blooms about September 25. *Plant Pat. 2390.*

Bronze Song A low, compact grower with very big flowers of solid bronze color. Blooms in mid-September. Excellent for borders and the front row of a mum bed. Medium height. *Plant Pat. 2428.*

Full Moon White with a yellow-tinged center. Many flowers are 6½ inches across. Rewarding in all ways . . . good color, large flower, solid plant and ability to bloom. Tall. Mid-September. *Plant Pat. 2005.*

September Song One of the first mums to bloom—about September 15. And the large, rose-pink blooms continue to come until a hard freeze. Compact, medium height, bushy. *Plant Pat. 2001.*

Touchdown Very deep rose-pink. Extra large, solid blooms, up to 6½ inches across, last through October. You need this one for good color late in the season. Tall grower. Blooms about September 20. *Plant Pat. 2002.*

All Harvest Giants: **\$1.25 ea.**—3 or more of one kind, \$1.10 ea.



Upper Left FULL MOON
Upper Right BRONZE SONG
Lower Left AUTUMN LEAVES
Lower Right TOUCHDOWN



OFFER 69
6 Fine Harvest Giants
BRONZE SONG
GOLDEN PROMISE
INDIAN SUMMER
PUMPKIN
SEPTEMBER SONG
SILVER SONG
\$6.30

Do You Know the Harvest Giant Mums?
Harvest Giant Mums are a new strain with super size blooms just like those you see in a florist shop. The difference is that these hybrids have been especially developed for garden growing. They need no special attention except that in order to obtain large specimen blooms you should pinch the first side buds off the main stem just as soon as they appear.
Like all other mums, Harvest Giants need good garden soil of average richness and at least a half day of sunlight in order to do well. It is a good idea to cover the plants with straw or evergreen branches over the winter. The purpose is not to protect them from low temperatures but to keep them from alternately freezing and thawing and being heaved up out of the ground. Remove this cover in the spring.



SEPTEMBER SONG

SILVER SONG

RED SKIN





WHIPPOORWILL



CAMEO

Whippoorwill

Soft shiny copper buds and 3-inch blooms of peach and buff with bright copper yellow center. 12 to 15-inch plant. Late September. (Created by Rod Cumming.)

\$1.25 ea.—3 or more, \$1.10 ea.

Cameo

Pink tinged lavender at first, turning brighter pink with a lovely yellow center. Medium size flowers, great for cutting. Sturdy, broad, medium low growing. Mid to late September.

\$1.25 ea.—3 or more, \$1.10 ea.



SEA URCHIN

Sea Urchin

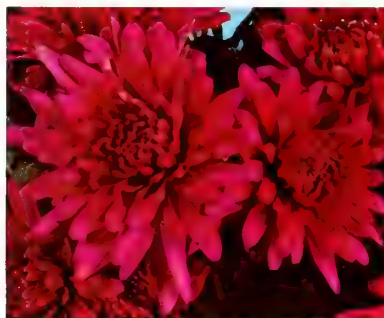
Deep yellow buds and pure lemon-yellow flowers with darker center. Quilled, tubular petals. Large and very full. Medium height. Sturdy and early blooming. What a bouquet they make!

\$1.25 ea.—3 or more, \$1.10 ea.

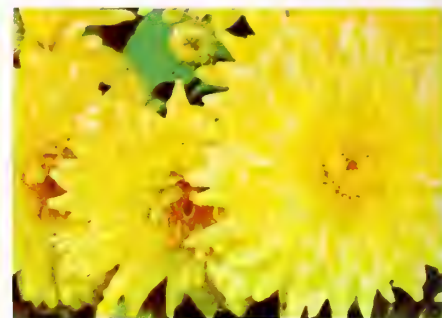
Gypsy Wine

An intoxicating color—claret-purple, mellowing to deep bright rose-pink. Well-shaped, 2-inch blooms on an upright, 12 to 15-inch plant. Mid-September, ushering in the fall. Very free blooming and as hardy as you could wish.

\$1.25 ea.—3 or more, \$1.10 ea.



GYPSY WINE



MUTED SUNSHINE

Muted Sunshine

Vivid pure yellow—an impressive mass of color. Very double, with anemone-like center. Very early. Broad, compact. The classic yellow Cushion.

\$1.25 ea.—3 or more, \$1.10 ea.

Princess

A soft salmon-pink-bronze that matures to a pastel tint. The medium size flowers have a fringed look. Blooms very early on a broad plant.

\$1.25 ea.—3 or more, \$1.10 ea.



PRINCESS

OFFER 70 8 Cushions

CAMEO
GYPSY WINE
JOHNNY APPLESEED
MUTED SUNSHINE
PRINCESS
SEA URCHIN
SPOTLESS
WHIPPOORWILL

\$8.35



Spotless

Clear snowy white with the softest cream tint at the center. Large, fully double, rather flat flowers, produced freely. Early blooming. Superb for cutting.

\$1.25 ea.—3 or more, \$1.10 ea.

Allure

Brilliant yellow—a stand-out of bright clear color. Good-sized flowers, double and long lasting. A 12 to 14-inch plant blooming in early October.

\$1.25 ea.—3 or more, \$1.10 ea.

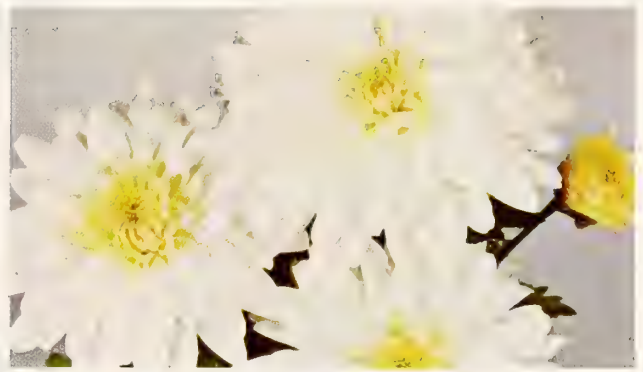
Autumn Royal

Besides being a fantastic plant for garden display, Autumn Royal bears loads and loads of blooms for arranging. Color is a brilliant fuchsia tinged purple. A big broad and colorful Cushion, extra vigorous and early blooming.

\$1.25 ea.—3 or more, \$1.10 ea.



AUTUMN ROYAL



SPOTLESS



ALLURE

Johnny Appleseed

Vivid orange-bronze flushed deep peach... a gay color you can't help liking. An airy, 12-inch plant, quite broad. An early and generous bloomer from mid-September to frost. Give it a prominent place for everyone to see and enjoy.

\$1.25 ea.—3 or more, \$1.10 ea.

Sunny Thoughts

A pleasant name more than fitting its soft primrose-yellow tints. Spoon-like petals surround a pincushion-like center in an anemone form. Plants are vigorous, of medium height, wider than tall. Early.

\$1.25 ea.—3 or more, \$1.10 ea.



JOHNNY APPLESEED

OFFER 71

All Cushions
pictured
on pages 10 and 11
plus Brown Eyes

**12 Mums
for \$12.90**

OTHER GREAT CUSHION MUMS

Arctic White

Like snowdrifts in September. A broad, low mound of pleasure. Double, medium size.

\$1.25 ea.—3 or more, \$1.10 ea.

Brown Eyes

Chestnut-bronze with deeper, shining center. Rounded, perfectly formed. Low growing.

\$1.25 ea.—3 or more, \$1.10 ea.

Grandeur

Each bloom a little ball of flashy bronze, with a mysterious mahogany center. Healthy and vigorous.

\$1.25 ea.—3 or more, \$1.10 ea.

Lipstick

Beautiful blazing red, with big double flowers on a low-growing, wide plant.

\$1.25 ea.—3 or more, \$1.10 ea.

Ruby Cushion

Charming dark red flowers for a beautiful zesty show of color. The 14-inch plant blooms in mid-September.

\$1.25 ea.—3 or more, \$1.10 ea.

Ruby Mound

Pure ruby-red, shapely flowers, very double. Medium height, beautifully broad plants. Early blooming.

\$1.25 ea.—3 or more, \$1.10 ea.

Siesta

Buttons of primrose-canary-yellow. Soft and sparkling.

\$1.25 ea.—3 or more, \$1.10 ea.

Tranquility

Glistening rich yellow. Blooms flat and very double, completely covering the 12-inch lush plants.

\$1.25 ea.—3 or more, \$1.10 ea.



SUNNY THOUGHTS

MEET THE NEW DAISIES



We are pleased to offer these Daisy mums for the first time this year. Our illustration tells the story: they are single, open-eyed, perky blooms with yellow center, like a daisy. Sturdy and bushy, the plants are completely hidden by the flowers. Ready to grow and bloom for years. A pleasing contrast.

For a professional-looking bouquet, mix these daisies with other types of mums.

Daisy Pink Winsome little daisies only 2 inches across, in cheery rose-pink. The plant is a low perky mound covered with bloom in early September.

\$1.25 ea.—3 or more, \$1.10 ea.

Daisy Yellow This creamy primrose-yellow—neat and up-standing—has deeper gold tones toward the center of the flower. Blooms are 2½ inches wide, blanketing the bushy cushion plant by mid-September.

\$1.25 ea.—3 or more, \$1.10 ea.

Daisy White Flawless 3-inch white daisies much like those you would see along a country road. The burly, medium height cushion plant makes a fine showing through much of September.

\$1.25 ea.—3 or more, \$1.10 ea.

Daisy Red Bright vermilion-red with some maroon overtones. Creates a dazzling display. The 20-inch, sturdy and productive plant is showing great color by mid-September.

\$1.25 ea.—3 or more, \$1.10 ea.

Daisy Bronze Terracotta—peach at times—a deep shade of amber. Delightful 3-inch daisies on a vigorous, 18 to 20-inch plant, upright and bushy. Blooms in mid to late September.

\$1.25 ea.—3 or more, \$1.10 ea.



OFFER 72

5
Daisy
Mums
\$5.45

"The plants were so perfect, not a leaf was broken. Every plant I get from Star Mums is in such a perfect condition I am more than pleased."

Mrs. M. M., New Jersey

STILL MORE STAR® MUMS

Gusto

Deep purple washed glowing wine-red. A Cushion mum about 18 inches high. Blooms in late September.

\$1.25 ea.—3 or more, \$1.10 ea.

Headliner

Buds terracotta-bronze, becoming walnut-coral with gold haze on reverse. Large Decorative.

\$1.25 ea.—3 or more, \$1.10 ea.

Juliet

Rose-pink Decorative. Late September.

\$1.25 ea.—3 or more, \$1.10 ea.

Pancho

An orange-colored Cushion growing 16 inches tall—strong and erect. Prolific bloom in mid-September.

\$1.25 ea.—3 or more, \$1.10 ea.

Pink Pagoda

An early Spider, deep rose-pink. Large, free blooming.

\$1.25 ea.—3 or more, \$1.10 ea.

Soldier Bold

Early red Decorative. Excellent to cut.

\$1.25 ea.—3 or more, \$1.10 ea.

Sparkling

Deep pink buds and bright pink, double flowers softening to silvery lavender. Early Decorative.

\$1.25 ea.—3 or more, \$1.10 ea.

Sun Spider

Very large Spider mum of rich golden yellow. Early.

\$1.25 ea.—3 or more, \$1.10 ea.

Tinker Bell

An intense purple Pompon. Early-blooming, strong, compact plant about 13 in. tall and 19 in. broad.

\$1.25 ea.—3 or more, \$1.10 ea.

Alluring SPOON MUMS

Firefly

The showiest red Spoon. Deep rust-red with bright red spoons at the tips of the petals and shining bright yellow centers. Midseason. (Created by Rod Cumming.)

\$1.25 ea.—3 or more, \$1.10 ea.

Spinningwheel

A soft gorgeous blend of lavender-pink, creamy tubes and cushioned, shell-pink centers, graceful and feathery. Large flowers, huge sprays. Early October. (Created by Rod Cumming.)

\$1.25 ea.—3 or more, \$1.10 ea.

Fine Feathers

Tremendous 5-inch Spoon flowers of smooth reddish bronze, shading to peach at each petal tip. Medium plants, and a whirling fantasy when a breeze catches them. Bloom comes in late September. For a real treat, disbud some of these huge heads of bloom.

\$1.25 ea.—
3 or more, \$1.10 ea.

Lemon Lace

Lacy pinwheels, as dainty as can be. Showy 3-inch blooms of spoon-anemone form. The outer petals are a gentle creamy yellow, with a clear lemon center. A tall, sturdy plant blooming in midseason.

\$1.25 ea.—
3 or more, \$1.10 ea.



FIREFLY



SPINNINGWHEEL

"My order of Cushion Mums arrived yesterday in perfect condition. Quite honestly, I have never received such healthy plants, packed so beautifully, from any other nursery."

Mrs. J. W. L., Virginia

OFFER 73

2 of each Spoon Mum

FINE FEATHERS
FIREFLY
LEMON LACE
SHINING LIGHT
SPINNINGWHEEL

10 Spoons
for
\$9.90



FINE FEATHERS

Shining Light

Our little picture gives you only an idea of the grace and winsomeness of Shining Light. Semi-double, rich shimmering yellow blooms with spoon-like petals hold their color well and brighten your garden. Upright, freely branched, a foot tall.

\$1.25 ea.—3 or more, \$1.10 ea.



LEMON LACE



SHINING LIGHT

"The Mums received on my first order were one bunch of beautiful, healthy plants, much better than those received from another supplier from whom I ordered before receiving your catalog, and I let them know of it too."

C. E. M., Massachusetts

POMPON MUMS

For Every Garden

Pretty Penny

A perfect low, compact mound blanketed with rounded, 1½-inch flowers. The deep bronze effect is created by petals dusky red inside and straw-yellow outside. Early. (Created by Rod Cumming.)

\$1.25 ea.—3 or more, \$1.10 ea.

Daredevil

Deep red buds opening to dark reddish bronze, maturing to rich bronze. A compact, vigorous plant, broader than it is tall. Blooms freely in early October in eye-catching sprays.

\$1.25 ea.—3 or more, \$1.10 ea.

Copycat

A carnation-flowered bronze Pompon of medium size, tinged deep gold. A rather tall plant, it adds shining color and depth to a fall garden. Quite early and long lasting. Wonderful to cut.

\$1.25 ea.—3 or more, \$1.10 ea.

White Prom

A vigorous, broad plant, 14 inches tall, laden with flowers of impeccable white. And this lovely white lasts without changing for the entire life of the flower. Irresistible.

\$1.25 ea.—3 or more, \$1.10 ea.



PRETTY PENNY



DAREDEVIL

OFFER 74

6 Pompon Mums

COPYCAT
DAREDEVIL
HUNTER'S MOON
JEWEL BOX
(back cover)
PRETTY PENNY
WHITE PROM

\$6.30



Hunter's Moon

These waxen little flowers are the enchanting yellow of melted country butter. Only 18 inches tall, but tremendous in over-all appeal. Begins to bloom in late September.

\$1.25 ea.—3 or more, \$1.10 ea.

See Back Cover for Jewel Box

HUNTER'S MOON



COPYCAT



WHITE PROM

TWO MORE POMS

Sunset Pom

A blend of rich deep bronze and orange. Very double, ball-shaped blooms are great for bouquets. A strong plant at its best in early midseason.

\$1.25 ea.—3 or more, \$1.10 ea.

Pink Sentinel

Very double little balls of bright orchid-pink. The 1½-inch blooms are attractive in form and color. Strong, upright, 15 inches tall and 12 inches wide. Prolific midseason bloomer.

\$1.25 ea.—3 or more, \$1.10 ea.



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The Conard-Pyle Co.

West Grove, Pa. 19390



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EASY
WAY!

*Star***MUMS** AS GIFTS

Do you have a gardener friend or relative whom you wish to remember at Christmas time — on a special Anniversary date — at Easter time — or to say "Thank You" for a special favor or as a house guest gift? *Star***MUMS** make gifts of quality and discernment which keep "giving" for years to come. We will be happy to handle your orders as you like.

Give *Star***MUMS** and delight your friends.



West Grove, Pa. 19390

Phone: (215) 869-2426

THE CONARD-PYLE COMPANY

MUMS, MUMS, MUMS

What a glorious way to have your garden pleasure go on and on, and easy too, just plant them, give them a little room and watch them grow. Bright colorful mums selected from your Star Mum catalog will give you armful of strikingly beautiful color long after summer's blooms are frosted and forgotten.

We have mums to fit every wish and need. Bright golden yellow, mysterious wine-red, lush creamy white, sparkling soft lavenders and shining coppery bronze all to liven your garden. Harvest giants, big and bold; Spoons of grace and elegance; Cushions for masses of garden bloom; Decoratives to fit anywhere and as cut flowers to last and last; showy Daisies for splashes of accent with their soft delicate colors. A palette of tints and shades in the Masterpiece mums will bring out the artist in you.

Mums, more correctly Chrysanthemums, give you more for less, and Star Mums bring you more kinds with more convenience than anyone – the largest selection, quality plants and the very best kinds all delivered free to your home.

We send you mums growing in pots in their own soil, not rooted cuttings. These growing plants are shipped in our specially designed shipping containers to assure arrival at your door in perfect condition. All you do is put them in the ground – mums are so easy and each plant is labeled so you can be an expert in planning your own colorful display.

Now is the time. Plan your autumn garden. Browse through the Star Mum catalog. Picture the creamy loveliness of the huge Waltz Time or vivid mysterious burgundy beauty of Red Skin coming into bold bloom as your petunias and marigolds fade to the frost. Imagine the delicate grace of creamy lavender-pink Spinningwheel or a mass of coppery Pretty Penny pompon – both are ideal for flower arranging and superb for garden enjoyment. Imagine the armloads of colorful garden mums you can enjoy with so little effort and get so much from your gardening dollar. Also, enjoy the ease and convenience of armchair shopping right in the comfort of your own home.

Don't overlook the spectacular Delphinium shown on Page 15. If you have never grown them, give them a try. Your best bet is Offer 75. Here again, we include full information to assure your success. You can have these spectacular spikes of hybrid Delphinium blooming this June. And, next year they will be truly magnificent as these giant spikes of color reach for the sky.

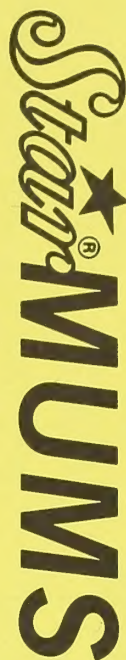
Make your selection now and rush your order to us in the enclosed postage-free envelope so we can get your mums to you at the best planting time.

Sincerely,


R. J. Hutton
President


Star®
IS THE
REGISTERED
TRADE MARK OF
THE CONARD-PYLE CO.

SPRING 1975 MUM CATALOG



THE CONARD-PYLE CO.

West Grove, Pa. 19390

Quan.	MASTERPIECE MUMS	Each	3 of a kind rate	Total	Quan.	DECORATIVE MUMS (cont.)	Each	3 of a kind rate	Total
	Baby Tears	\$1.25	\$1.10			Golden Regards	\$1.25	\$1.10	
	Classic	1.25	1.10			Good Humor	1.25	1.10	
	Cloud 9	1.25	1.10			Headliner	1.25	1.10	
	Elegant Cushion	1.25	1.10			Juliet	1.25	1.10	
	Flaming Sun	1.25	1.10			Lampighter	1.25	1.10	
	Goldtone	1.25	1.10			Lee Powell	1.25	1.10	
	Jackpot	1.25	1.10			Martian	1.25	1.10	
	Minnautum	1.25	1.10			Red Headliner	1.25	1.10	
	Penguin	1.25	1.10			Soldier Bold	1.25	1.10	
	Stardom	1.25	1.10			Sparkling	1.25	1.10	
	Starlet	1.25	1.10			Valley Forge	1.25	1.10	
	Sunburst Cushion	1.25	1.10			Volunteer	1.25	1.10	
	Tinker Bell	1.25	1.10			Waltz Time	1.25	1.10	
						Yellow Abundance	1.25	1.10	

Quan.	CUSHION MUMS	Each	3 of a kind rate	Total	Quan.	DAISY MUMS	Each	3 of a kind rate	Total
	Allure	\$1.25	\$1.10			Daisy Bronze	\$1.25	\$1.10	
	Arctic White	1.25	1.10			Daisy Pink	1.25	1.10	
	Autumn Royal	1.25	1.10			Daisy Red	1.25	1.10	
	Brown Eyes	1.25	1.10			Daisy White	1.25	1.10	
	Gameo	1.25	1.10			Daisy Yellow	1.25	1.10	
	Grandeur	1.25	1.10						
	Gusto	1.25	1.10						
	Gypsy Wine	1.25	1.10						
	Johnny Appleseed	1.25	1.10						
	Lipstick	1.25	1.10						
	Muted Sunshine	1.25	1.10						
	Pancho	1.25	1.10						
	Princess	1.25	1.10						
	Ruby Cushion	1.25	1.10						
	Ruby Mound	1.25	1.10						
	Sea Urchin	1.25	1.10						
	Siesta	1.25	1.10						
	Spotless	1.25	1.10						
	Sunny Thoughts	1.25	1.10						
	Tranquility	1.25	1.10						
	Whippoorwill	1.25	1.10						

Total this column \$ _____

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ORDER NO.	ZIP NO.	PP ZONE	ADV. CODE	SUB.	P.C.
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HOW TO ORDER

MUM PRICES are for fully rooted plants in pots in active state of growth—properly pruned for shipping—and are void after June, 1975. All plants are guaranteed. Patented varieties are sold under license from the patent owner. Orders accepted subject to stock unsold.

ALL "3 OF A KIND" AND GROUP OFFER PRICES apply ONLY when plants are shipped to one address at one time. "3 of a kind" prices apply to 3 of one variety only. In the group offers, we reserve the right to substitute sold-out varieties with kinds of equal or greater catalog value. We substitute only when necessary and only with other good varieties. However, we cannot make changes in offers on request. Their special price prohibits the extra handling these requests would require.

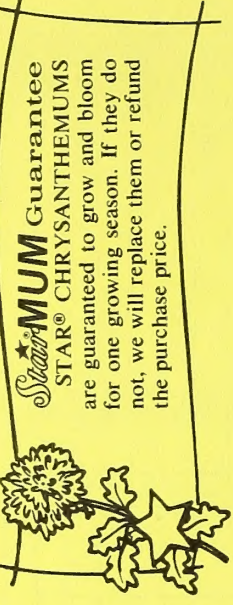
PARCEL POST PREPAID. All plants in this catalog are shipped at our expense, prepaid to your door. Plants will be shipped at the proper time for planting in your locality.

PACKING CHARGES. Orders over \$10 are packed without charge. We must charge a 50c packing fee on all orders that amount to less than \$10. This packing charge will apply on any portion of an order shipped separately which totals less than \$10. In cases where weather or some other condition forces us to ship parts of your order separately, this charge will not apply.

ENCLOSE PAYMENT with your order. We do not ship C.O.D.

ADD SALES TAX of 6% on orders to be delivered in Pennsylvania.

PLEASE PRINT your name and address on the order sheet, and don't forget the Zip Code. All persons in one household should order under the same name.



Star of Mum Guarantee
STAR® CHRYSANTHEMUMS
 are guaranteed to grow and bloom for one growing season. If they do not, we will replace them or refund the purchase price.

WILLIAM H LONGENECKER
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SPRING 1975

Ship to: (if different from above)

Name _____ State _____ Zip _____
 Street _____
 City _____

This is a gift. This is NOT a gift.

Quan.	SPIDER MUMS	Each	rate	3 of a kind	rate	Each	rate	Quan.	DELPHINIUMS	Total
	Pink Pagoda	\$ 1.25	\$ 1.10						Astolat	Note Delphinium Prices— Any 3 for \$3.30; 6 for \$6.30; 12 for \$9.60; 24 for \$18.30
	Sun Spider	1.25	1.10						Bluebird	
									Blue Jay	
									Galahad	
									King Arthur	
									Summer Skies	
	HARVEST GIANT MUMS									
	Autumn Leaves, P.P. 2390	\$ 1.25	\$ 1.10							
	Bronze Song, P.P. 2428	1.25	1.10							
	Full Moon, P.P. 2005	1.25	1.10							
	Golden Promise, P.P. 2643	1.25	1.10							
	Indian Summer, P.P. 2003	1.25	1.10							
	Pumpkin, P.P. 1978	1.25	1.10							
	Red Skin, P.P. 2004	1.25	1.10							
	September Song, P.P. 2001	1.25	1.10							
	Silver Song P.P. 2699	1.25	1.10							
	Touchdown P.P. 2002	1.25	1.10							

Quan.	SPOON MUMS	Each	rate	3 of a kind	rate	Each	rate	Quan.	Delphinium Offers	Total
	Fine Feathers	\$ 1.25	\$ 1.10						Offer	Each Offer
	Firefly	1.25	1.10						75	12 Delphinium \$ 9.60
	Lemon Lace	1.25	1.10						75A	6 Delphinium 6.30
	Shining Light	1.25	1.10						75B	18 Delphinium 14.70
	Spinningwheel	1.25	1.10							

Column Total _____
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 Add 50c packing charge if order is less than \$10.00
 Add 6% Sales Tax for Pennsylvania deliveries
TOTAL ORDER _____
 Amount enclosed _____

We pay all shipping charges, no other cost to you.

THANK YOU FOR YOUR ORDER
 It will receive our careful attention

Date _____

TERMS
 Please send payment with order or before shipment.
 No. C.O.D.'s

Note: If the variety you select is sold out, we will send you a similar kind of equal or greater value at no extra charge to you. If you do not wish this special service, please check here . However, in the group offers we reserve the right to substitute sold-out varieties with kinds of equal or greater catalog value, when necessary.

Total this column \$ _____

Pacific Hybrid Delphiniums

IMAGINE HAVING GLORIOUS SPIKES OF COLOR 6 FEET TALL!

Truly spectacular, these impressive, tall Pacific Hybrid Delphiniums will stand like 5 to 6-foot sentinels surveying your garden. Easy to grow, these amazing plants will provide a substantial amount of bloom this first year. Like most plants, Delphiniums like sunlight and good garden soil. If your garden grows good tomatoes, it will grow lovely Delphinium. They should not be crowded. Set them 18 inches apart so that they have adequate air circulation and room for the tall spikes to grow. *Do not* pinch or cut back the growth, for this will only result in a shorter spike. It is important to stake your Delphiniums for protection against wind. A stake 5 to 6 feet long should be put in place when the plant reaches about 1 foot in height. Tie in several places.

OFFER 75

12 Pacific Hybrids

3 ASTOLAT
3 GALAHAD
3 KING ARTHUR
3 SUMMER SKIES

A lovely Delphinium garden

Only \$9.60



ASTOLAT. Lovely tones from pale blush to deep raspberry-rose, the nearest to true pink.

BLUEBIRD. Good, clear, medium blue with white bees. Well-formed round flowers are 2½ inches in diameter. One of the most popular blue delphiniums.

BLUE JAY. Another reliable blue, this one ranges in shades from medium to dark blue. A good grower and a little different in its unusual color shadings.

GALAHAD. Greatest achievement in giant white. Clear in color. Full, tall spike. (See at left)

KING ARTHUR. Rich, royal purple with a velvety texture. One of the most brilliant ever developed.

SUMMER SKIES. Light, heavenly blue with white bees, representing sky and clouds. The finest light blue.

Any 3 for \$3.30—any 6 for \$6.30
any 12 for \$9.60—any 24 for \$18.30

OFFER 75A

6 Pacific Hybrids

1 each of those listed

\$6.30

OFFER 75B

18 Pacific Hybrids

3 each of those listed

\$14.70

GALAHAD (left)

Star[®] MUMS --- A Sure Hit

OFFER 76

For a Complete Garden of Mums

Waltz Time and Golden Regards. See front cover.
Desert Cactus, Chapel Bells, Diva. See pages 2 and 3.
Cherish, Martian, Valley Forge. See pages 4 and 5.
Baby Tears, Sunburst Cushion. See pages 6 and 7.
Golden Promise, Red Skin. See pages 8 and 9.
Spotless. See page 11.
Daisy White, Daisy Bronze. See page 12.
Firefly, Lemon Lace. See page 13.
Pretty Penny. See page 14.
French Vanilla, Jewel Box. See this back cover.

20 Mums for \$19.90

OFFER 76A

6 Sure-Fire Mums

CHERISH
DIVA
FRENCH VANILLA
GOLDEN REGARDS
JEWEL BOX
WALTZ TIME

\$6.30

FRENCH VANILLA



JEWEL BOX

Jewel Box

A sparkle of bright colorful jewels blankets this luscious Pompon. Luminous shades of soft lavender touched with bright delicate pink form an ensemble of unbelievable beauty. The round, almost ball-shaped flowers completely hide the fine lush plant. The colorful display starts early in the season and lasts and lasts. Excellent for bouquets too. (Created by Jerry Heresko.)

\$1.25 ea.—3 or more, \$1.10 ea.

French Vanilla

An enticing mum in a mouth-watering, soft creamy white good enough to eat. Altogether a pleasing Decorative of large, very double blooms on a trim, glossy-leaved plant. An attractive off-white—rugged, to resist any weather. Blooms are large, double, showy and artistic. A neat plant of medium height, beginning its show in late September. From the creative Rod Cumming.

\$1.25 ea.—3 or more, \$1.10 ea.

STAR[®] MUMS

West Grove, Pa. 19390

Phone: 215-869-2426

